

#ScotPAMS15

Scotland's Census 2021

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What to expect

- Recap of Amy's slides
 - Successes and challenges
- Where did these findings come from?
- Workshop discussions
 - How was 2011 for you?
 - What do you want from 2021?

Building on successes of 2011

- National Records of Scotland conducted all aspects of the entire operation, including data processing, for the first time
- Positive engagement with users and other stakeholders
- Inclusion of several new topics in the census
- A high level of overall response – 94%
- Introduction of an online response option – around 20%
- More flexible means of dissemination and analysis of an increased range of census data via the Scotland's Census website
- More work to support and encourage use and understand benefits
- Delivered under budget

Learning from 2011

- As first time conducting entire process, an inevitably steep learning curve
 - Areas that could be improved upon for future censuses
- It took longer to produce outputs than was originally intended
 - A variety of issues contributed but it undoubtedly had an impact on our users and the utility of the data
- Managing expectations throughout entire process – e.g. timing and impact on data of disclosure procedures
- NRS undertook efforts to involve users in output production phase but not always possible
 - Need focus on ways to continually retest requirements and priorities
- Please share others with us now

Where from, who did we speak to?

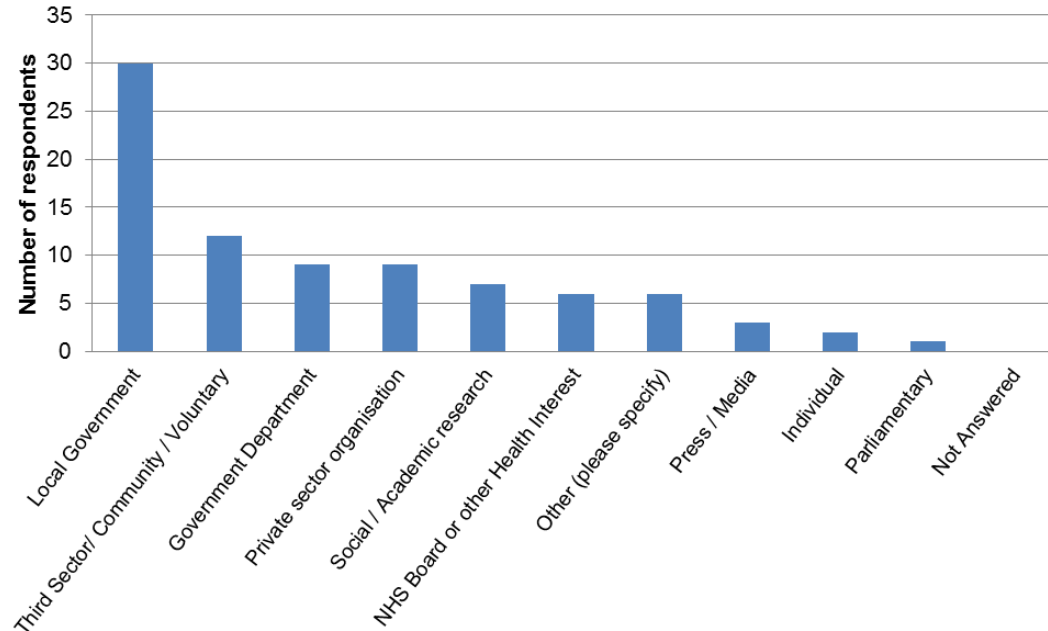
- On-going discussions, regular input e.g. to and from PAMS
- Customer enquiries
- Scotland's Census Conference in June 2014
- Scotland's Census User Satisfaction Survey
- UKSA assessment of the 2011 Censuses in the UK
- Hoping for more today ...

User satisfaction survey

- Conducted earlier this year
 - Website
 - Newsletter etc
- Users were asked for views on:
 - Use of census outputs and products
 - How well they felt that the outputs were publicised
 - Accessibility of the outputs and other information on Scotland's Census website
 - Overall satisfaction with the outputs
 - Suggestions users have for future outputs and their dissemination
- 85 responses
- Survey report available on the website
- Fed into General Report; also available on the website

User satisfaction survey

- Broad range of respondees:



Some findings

- Overall, responses to the survey were generally positive
- Across all questions and responses
 - 65 per cent satisfied or very satisfied markings
 - 21 per cent neither satisfied nor dissatisfied
 - Remaining 14 per cent of responses reflected dissatisfied markings
- Successes included:
 - 84 per cent either satisfied or very satisfied with how NRS responded to census customer enquiries
 - Views (either satisfied or very satisfied) on products:
 - Scotland's Census bulletins (78 per cent)
 - Scotland's Census newsletter (76 per cent)
 - NRS News Releases (75 per cent)
 - Similarly, 74 per cent of all respondents to the question on the range of data available were either satisfied or very satisfied.

Some findings

- 14 per cent of responses reflected dissatisfied markings (but a health warning on that)
- Particular challenges included:
 - Nearly a quarter of all dissatisfied or very dissatisfied responses related to aspects of **timing** of the outputs
 - A further 10 per cent related to the range and quantity of outputs/ tables
 - Followed by concerns about locating the data on the site

Tell us more

- What were your views on 2011; what would you be thankful for?
 - A few mins to gather thoughts and put on paper

Tell us more

- What would you like to be thankful for after 2021? (ie what could we do better and/ or how might your needs change?)
 - A few mins to gather thoughts and put on paper

Questions/ further information

- Questions?
- Please get involved in the topic consultation:
www.scotlandscensus.gov.uk/consultation-2021
- Sign up to newsletter
- E-mail: scotlandscensus@nrscotland.gov.uk

Thankful for Scotland's Census

What were you thankful for from 2011?

Thankful for Scotland's Census

What would you like to be thankful for after 2021?

2021 – High level timeline

- Research, design and prototyping (2015 - 2017)
- Testing, development and legislation (2018 - 2020)
- Collection and Operations (2020 - 2021)
- Analysis, Output and Dissemination (2021 - 2024)

Noteworthy products and uses

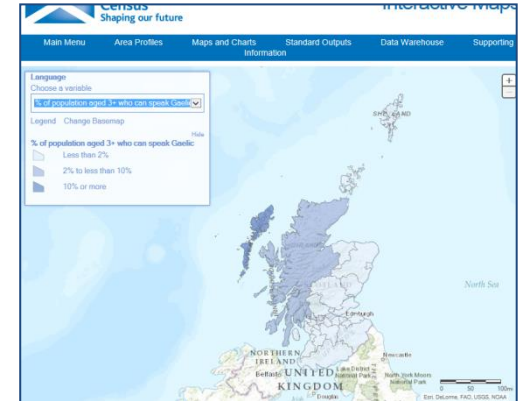
www.scotlandscensus.gov.uk



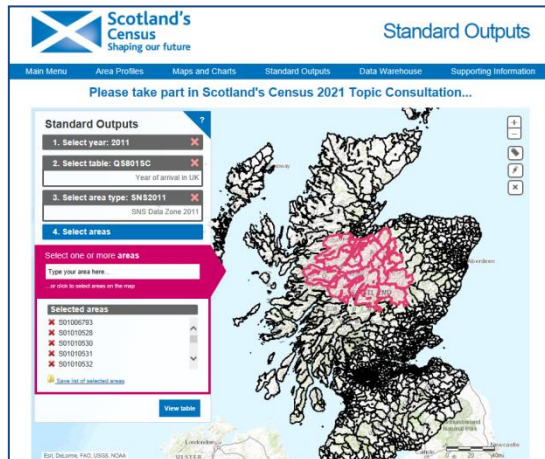
The screenshot shows the Scotland's Census homepage with the tagline 'Shaping our future'. It features a navigation menu with links to Census Results, Census Data Explorer, Supporting Information, Using Census Data, News, and Help. The main content area highlights the '2021 Topic Consultation - now open' with a deadline of 15 January 2016. It also includes a 'Did you know?' section stating that there were more women (2,728,000 or 51.5 per cent) than men (2,567,400 or 48.5 per cent) in Scotland. The footer contains accessibility information, contact details, and copyright notices.



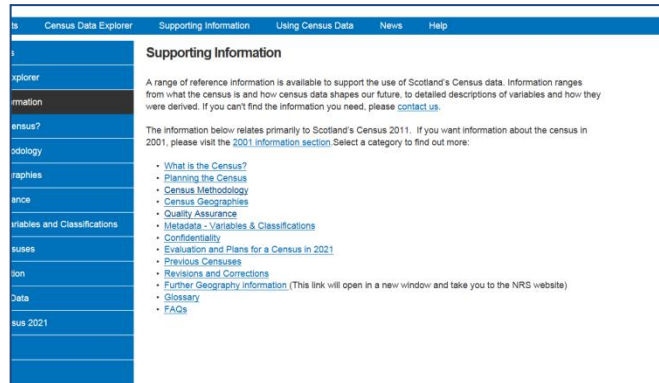
The screenshot displays the 'Area Profiles' section of the Scotland's Census website. It prompts users to 'Please take part in Scotland's Census 2021 Topic Consultation...' and provides a map of Scotland with a 'Find out about an area' search bar. Below the map, there are tabs for Population, Identity, Health, Housing, Education, and Labour. The 'Population' tab is currently selected, showing a map of Scotland with various regions highlighted.



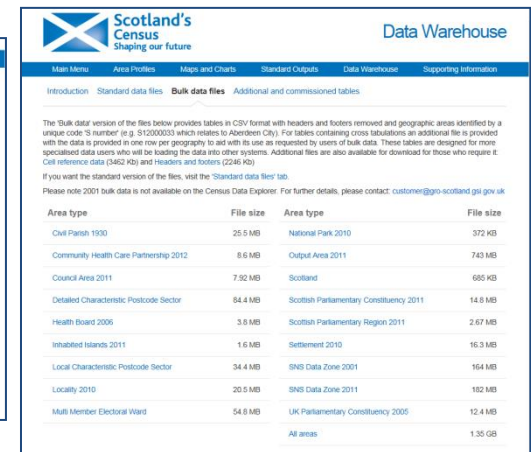
The screenshot shows the 'Interactive Map' of Scotland's Census. It includes a 'Language' dropdown menu set to 'English' and a 'Legend' section. The map displays the percentage of the population aged 3+ who can speak Gaelic, with a color-coded legend: 'Less than 2%', '2% to less than 10%', and '10% or more'. The map shows the distribution of Gaelic speakers across Scotland, with higher concentrations in the Highlands and Islands.



The screenshot displays the 'Standard Outputs' section of the Scotland's Census website. It prompts users to 'Please take part in Scotland's Census 2021 Topic Consultation...' and provides a map of Scotland with a 'Select one or more areas' search bar. Below the map, there are tabs for Standard Outputs, Census Data Explorer, Supporting Information, Using Census Data, News, and Help. The 'Standard Outputs' tab is currently selected, showing a list of available data tables and their file sizes.



The screenshot displays the 'Supporting Information' section of the Scotland's Census website. It provides a range of reference information to support the use of Scotland's Census data. The information ranges from what the census is and how census data shapes our future, to detailed descriptions of variables and how they were derived. It also includes a list of links to various resources, such as 'What is the Census?', 'Planning the Census', 'Census Methodology', 'Census Geographies', 'Quality Assurance', 'Metadata - Variables & Classifications', 'Confidentiality', 'Evaluation and Plans for a Census in 2021', 'Previous Censuses', 'Revisions and Corrections', 'Further Geography Information', 'Glossary', and 'FAQs'.



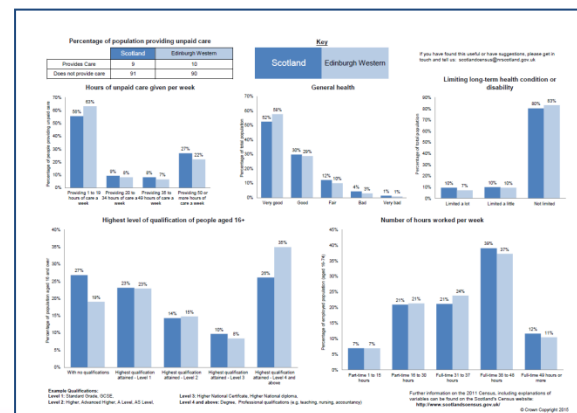
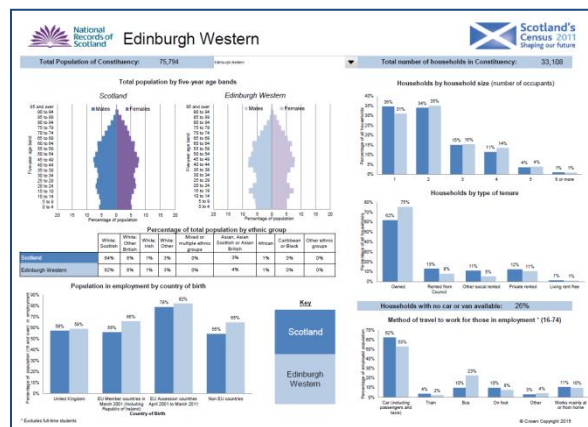
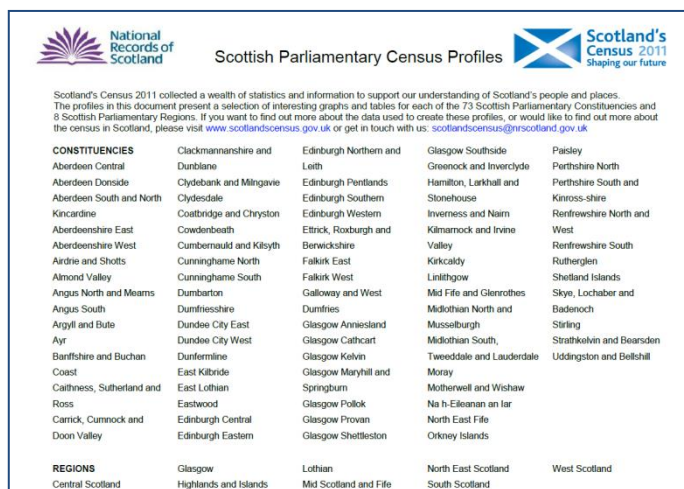
The screenshot displays the 'Data Warehouse' section of the Scotland's Census website. It provides a list of available data tables and their file sizes. The tables are organized by area type, including Civil Parish 1990, Community Health Care Partnership 2012, Council Area 2011, Detailed Characteristic Postcode Sector, Health Board 2006, Inhabited Islands 2011, Local Characteristic Postcode Sector, Locality 2010, and Multi Member Electoral Ward. The file sizes range from 1.30 GB to 1.30 GB.

Area type	File size	Area type	File size
Civil Parish 1990	25.5 MB	National Park 2010	372 KB
Community Health Care Partnership 2012	8.6 MB	Output Area 2011	743 MB
Council Area 2011	7.92 MB	Scotland	665 KB
Detailed Characteristic Postcode Sector	84.4 MB	Scottish Parliamentary Constituency 2011	14.8 MB
Health Board 2006	3.8 MB	Scottish Parliamentary Region 2011	2.67 MB
Inhabited Islands 2011	1.6 MB	Settlement 2010	16.3 MB
Local Characteristic Postcode Sector	34.4 MB	SNS Data Zone 2001	164 MB
Locality 2010	20.5 MB	SNS Data Zone 2011	102 MB
Multi Member Electoral Ward	54.8 MB	UK Parliamentary Constituency 2005	12.4 MB
		All areas	1.30 GB

Noteworthy products and uses

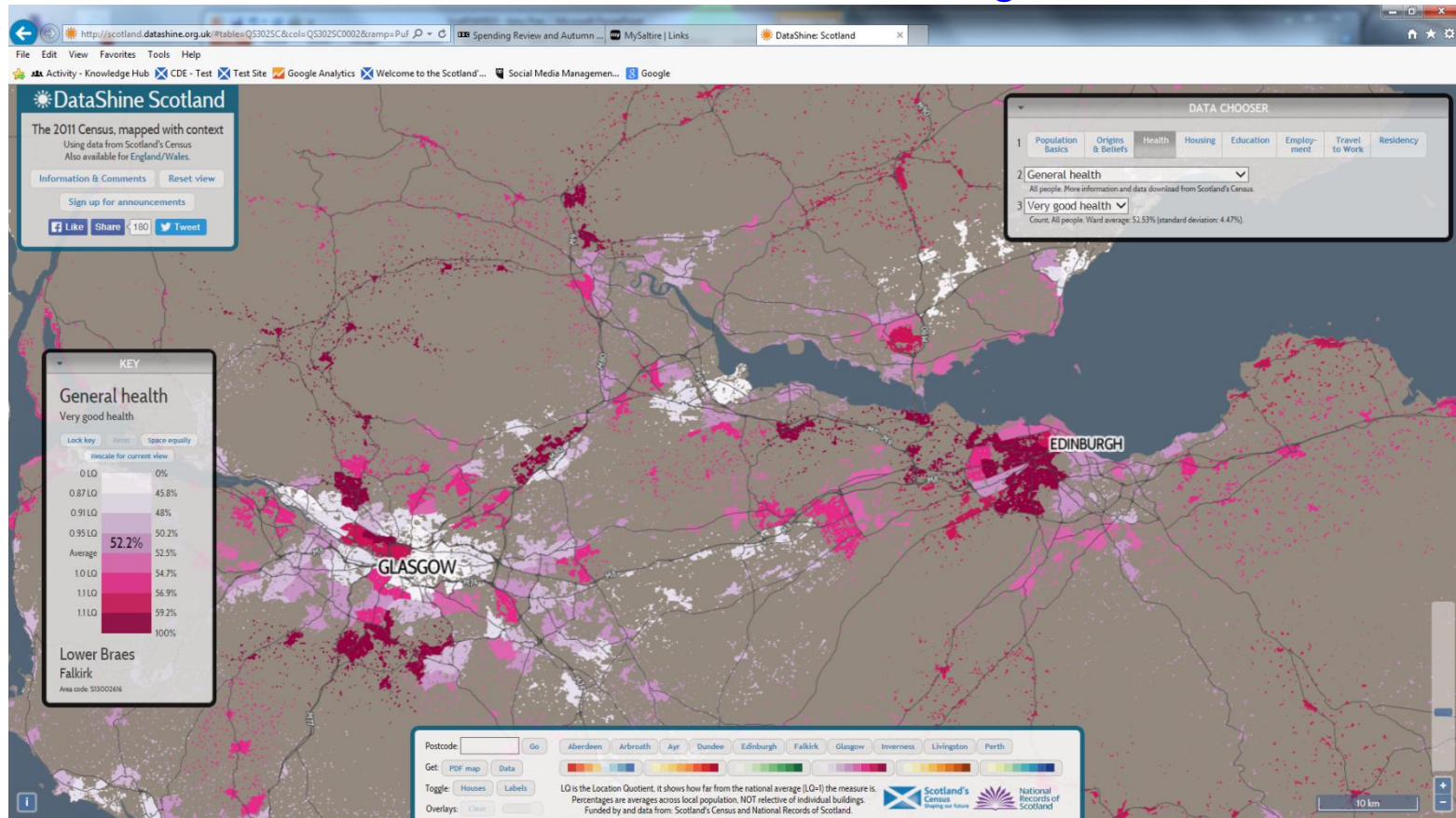
www.scotlandscensus.gov.uk

Parliamentary profiles



Noteworthy products and uses

www.scotland.datashine.org.uk



2021 – High level design

Planned developments from 2011:

- Predominantly online data collection
- Post out instead of enumerator delivery and follow up
- Increased use of existing/ administrative data

Topic Consultation

- Conducting consultation primarily online
- Open until 15 January 2016
- Responses will be published
- Report our response to the consultation around Spring 2016
- Workshop session will explore our initial view and seek discussion